CLAIMED INVENTION

What is claimed is:

1.   A syndication method comprising:

creating capture templates to harvest content from disparate content sources on multiple platforms;

extracting data from the disparate content sources using the created capture templates to control the extraction process; and

generating a standardized, normalized data stream from the extraction process and incoming content sources; and

providing the standardized data stream for optimized display on one or more different types of platforms.

2.   The syndication method of claim 1, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.

3.   The syndication method of claim 1, wherein the creating of the capture templates includes creating one or more XML files or documents to define rules, logic, and content extraction parameters, and wherein the capture templates are to provide an ability to insert new media types and content optimized for a particular platform.

4.   The syndication method of claim 1, wherein providing the standardized data stream for display includes:

providing the standardized data stream on a television display, personal computer display, or an electronic portable device display; and

generating content and code optimized, personalized for a specific platform, network environment, or local market.

5.   The syndication method of claim 1, wherein providing the standardized data stream includes:

caching the standardized data stream;

caching the capture templates; and

caching optimized, personalized and localized content generated for a specific platform, network environment, or local market.

6.   A system for syndication comprising:

a content harvest and conversion platform to create capture templates to harvest content from disparate content sources on multiple platforms and to extract data from the content sources using the created capture templates to control the extracting process; and

a syndication server to generate a standardized data stream from the extracted data and to provide the standardized data stream for input to a content engine for display on one or more different types of platforms.

7.   The system of claim 6, wherein the content includes Hypertext Markup Language (HTML) content, FTP content, Database content, Extensible Markup Language (XML) content, or content from a data source.

8.   The system of claim 6, wherein the content harvest and conversion platform is to create one or more XML files or documents to define rules, logic, and content extraction parameters, and is to provide an ability to insert new media types and content optimized for a particular platform.

9.   The system of claim 6, wherein the syndication server is to provide the standardized data stream for input to a content engine to deliver optimized content and code for a television display, personal computer display, or an electronic portable device display.

10.   The system of claim 6, wherein the syndication server is to cache the standardized data stream, the capture templates, and optimized, personalized and localized content generated for a specific platform, network environment or local market.

11.   A computer-implemented method comprising:

parsing an Hyper Text Markup Language (HTML) web page;

creating an XHTML compliant document from existing HTML pages;

extracting content from the XHTML document;

creating one or more extensible markup language (XML) files or documents from the parsed HTML web page; and

transforming the XML files or documents into a displayable format.

12.   The method of claim 11, wherein the parsing of the HTML web page includes:

converting of the document to a standard XHTML compliant document, and extracting tags and attributes from the XHTML web page.

13.   The method of claim 11, wherein the transforming of the XML files or documents includes transforming the XML files or documents into a displayable format for a television display, computing device display, or portable electronic device display.

14.   The method of claim 11, further comprising:

storing the XML files or documents in a repository; and

storing the capture templates in a repository or machine-readable medium.

15.   The method of claim 11, wherein the creating of the XML files or documents includes selectively dragging tags and attributes from the parsed HTML page into a template.

16.   A processing device comprising:

a parsing unit to parse an Hyper Text Markup Language (HTML) web page;

a content generating unit to create one or more extensible markup language (XML) files or documents from the parsed HTML web page; and

a transforming unit to transform the XML files or documents into a displayable format.

17.   The processing device of claim 16, wherein the parsing unit is to extract tags and attributes from the HTML web page.

18.   The processing device of claim 16, the transforming unit is to transform the XML files or documents into a displayable format for a television display, computing device display, or portable electronic device display.

19.   The processing device of claim 16, further comprising:
        a repository to store the XML files or documents.

20.   The processing device of claim 16, wherein the content generating unit is to drag selectively tags and attributes from the parsed HTML page into a template.

21.   A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:
        parsing an Hyper Text Markup Language (HTML) web page;
        creating one or more extensible markup language (XML) files or documents from the parsed HTML web page; and
        transforming the XML files or documents into a displayable format.

22.   The machine-readable medium of claim 21, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:
        extracting tags and attributes from the HTML web page.

23.   The machine-readable medium of claim 21, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:
        transforming the XML files or documents into a displayable format for a television display, computing device display, or portable electronic device display.

24.   The machine-readable medium of claim 21, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:

storing the XML files or documents in a repository.

25.   The machine-readable medium of claim 21, further providing instructions, which if executed by the processor, cause the processor to perform an operation comprising:

       selectively dragging tags and attributes from the parsed HTML page into a template.

26.   A computer-implemented method comprising:

       displaying a tree structure of a web page; and

       dragging contents of the tree structure into a template.

27.   The method of claim 26, further comprising:

       storing the template in a repository.

28.   The method of claim 26, further comprising:

       creating an extensible markup language (XML) file or document from the template.

29.   The method of claim 26, further comprising:

       changing a layout of the web page by adding or modifying content in the template.

30.   The method of claim 26, further comprising:

       retrieving the web page from an Internet network

31.   An content authoring application tool comprising:

       means for displaying a tree structure of a web page; and

       means for dragging contents of the tree structure into a template.

32.   The content authoring application tool of claim 31, further comprising:

       means for storing the template in a repository.

33.   The content authoring application tool of claim 31, further comprising:

means for creating an extensible markup language (XML) file or document from the template.

34.   The content authoring application tool of claim 31, further comprising:

means for changing a layout of the web page by adding or modifying content in the template.

35.   The content authoring application tool of claim 31, further comprising:

means for retrieving the web page from an Internet network

36.   A machine-readable medium providing instruction, which if executed by a processor, causes the processor to perform an operation comprising:

displaying a tree structure of a web page; and

dragging contents of the tree structure into a template.

37.   The machine-readable medium of claim 36, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:

storing the template in a repository.

38.   The machine-readable medium of claim 36, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:

creating an extensible markup language (XML) file or document from the template.

39.   The machine-readable medium of claim 36, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:

changing a layout of the web page by adding or modifying content in the template.

41

40.   The machine-readable medium of claim 36, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:

retrieving the web page from an Internet network

41.   A method for a content engine comprising:

managing localization and personalization rules for content and media assets; and

delivering the content and media assets to one or more receivers based on the localization and personalization rules.

42.   The method of claim 41, further comprising:

targeting the content and media assets to specific receivers using the localization and personalization rules.

43.   The method of claim 41, wherein the managing of the localization and personalization rules for the content and media assets includes managing the localization and personalization rules for geographic or demographic targeting of the content and media assets.

44.   The method of claim 41, further comprising:

composing the content and media assets usable by a platform operating within the receivers.

45.   The method of claim 41, wherein the delivering of the content and media assets includes integrating the content and media assets within a broadcast for the receivers.

46.   A method for generating content comprising:

producing content targeted for a specific platform or receiver based on stored meta-data or run-time properties related to the content.

47.   The method of claim 46, wherein the content includes Hypertext Markup Language (HTML) content, Extensible Markup Language (XML) content, JavaScript content, Java content, custom code content, or media content.

48.   The method of claim 46, further comprising:
        locating and harvesting Internet based content; and
        converting and delivering the Internet based content for interactive services provided to the platform or receiver.

49.   The method of claim 48, wherein the converting and delivering of the Internet based content includes using templates to convert and deliver the Internet based content.

50.   The method of claim 46, further comprising:
        delivering the content using an external cache to optimize delivery of the content.

51.   The method of claim 50, wherein the delivering of the content includes dynamically loading the content in the cache to combine with broadcast content.

52.   A repository comprising:
        a data store to store meta-data relating to design objects and properties to deliver content for a specific platform or receiver.

53.   The repository of claim 52, wherein the meta-data is used to capture, version, catalogue, index, or query information.

54.   The repository of claim 52, further comprising:
        a data store to store screen designs, templates, business logic, or conversion tables for delivering content to the specific platform or receiver.

43

55. A method comprising:

providing a meta-model to enable reuse of complete architectures, interface models, or personalization logic from existing designs.

56. The method of claim 55, further comprising:

applying a modification to content for a specific platform or receiver to create interactive services related to the content for the specific platform or receiver.

57. The method of claim 55, further comprising:

providing projections of design information for a specific configuration.

58. The method of claim 55, further comprising:

using an advanced object oriented inheritance and semantic network taxonomy process to provide an easy to use abstraction of a service.

59. A method for harvesting content comprising:

accessing content and media assets from a web site on an Internet network based on acquisition and conversion rules stored in a repository.

60. The method of claim 59, further comprising:

navigating the web site to locate and access the content and media assets without changing existing content on the web site.

61. The method of claim 59, wherein the accessing of the content and media assets includes accessing the content and media assets using an Internet protocol.

62. A method for a content converter comprising:

converting Hypertext Markup Language (HTML) content into an Extensible Markup Language (XML) file using conversion rules.

63. The method of claim 62, further comprising:

creating content for a specific platform using the XML file.

64. A method for providing a visual layout of content for display systems of multiple platforms, the method comprising:

providing a user interface to layout and customize interactive services for the display systems.

65. The method of claim 64, further comprising:

providing a drop and drag and drop environment to define and create content transformation and mapping rules for the interactive services.

66. The method of claim 64, further comprising:

allowing a user to configure specific platform and language properties to create platform specific services.